



9704-158

June 16, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL
FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED
JUN 20 '97

Dear Commissioner Chong:

Re: Distilled spirits advertising

We understand that FCC Chairman Reed Hundt has scheduled a commission vote June 19 regarding a Notice of Inquiry hearing on distilled spirits advertising on television and radio.

As an organization dedicated to drug-free youth, we urge you to vote **in favor of the NOI** to further examine the Commission's role in **addressing the alcohol advertising issue**.

As you well know, we live in a communication age where children are literally bombarded with messages from many sources -- so many that parents cannot possibly monitor all of them. While parents and schools do the best they can to educate and monitor children, the lures and images of advertising are tough competition, especially when they are continually before our youth. We are not asking the Commission, nor the government, to excuse or absolve parents or teachers of their responsibilities to our children. We are, however, interested in requiring industries which manufacture legal products which are physically addictive to children and youth to respect criteria defining acceptable methods of promoting those products only to the lawful population.

The effectiveness of advertising strategies which appeal to young people is well known. We respectfully request that the Commission review the strategies and nature of ads employed by members of the alcohol industry, explore the ads' effects on children and youth, and then report those findings to President Clinton, Congress, and the public. Our children and families need your support of this review.

Yours for drug-free youth,

A handwritten signature in cursive script, appearing to read "Jean Pock".

Jean Pock, Executive Director

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COMPLAINTS
INVESTIGATION

FIGHTING BACK

232 E. Canon Perdido
P.O. Box 28
Santa Barbara, CA 93102
(805) 682-6667 • (805) 963-4099 FAX

97060385
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SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

June 6, 1997

Commissioner Rachelle Chong
Commissioner James Quello
Federal Communications Commission
1919 "M" Street, NW
Washington, DC 20554

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DOCKET FILE COPY ORIGINAL

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

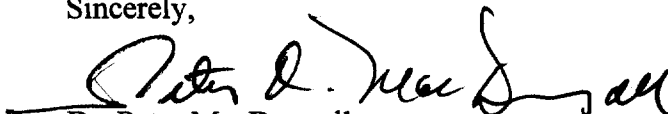
The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have; explore the effects they have on children, and examine solutions to the problem. The FCC could then report to the President, Congress, parents teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

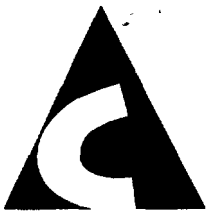
Thank you for your time and consideration.

Sincerely,



Dr. Peter MacDougall
President
Santa Barbara City College

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HMB ENFORCEMENT
COMPLAINT
INVESTIGATION



ALCOHOLISM COUNCIL OF NEW YORK

Your Life Matters

352 Park Avenue South
New York, NY 10010
(P) 212-252-7001
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Stacia A. Murphy

The New York Affiliate
of the National
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Alcoholism
and Drug
Dependence



97061368

June 6, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED
JUN 20 '97

Dear Commissioner Chong,

I am writing in response to FCC Chairman Reed Hunt's proposal for a Notice of Inquiry to examine the Commission's role in addressing the issue of alcohol advertising.

As a member of the substance abuse field, I am constantly reminded that alcohol problems continue to plague our Nation's youth, a major constituent of the television and radio audience. Alcohol advertisements are appealing to children and youth and, since they are designed to sell the product, neglect to show some of the negative consequences of alcohol use including addiction, various health problems, domestic violence and death. These advertisements have a profound effect when it comes time for youth to make decisions concerning alcohol. I strongly believe that the Federal Communications Commission has a responsibility to thoroughly examine the impact of these ads and possible solutions to the problem and to make decisions which avoid putting our children at risk.

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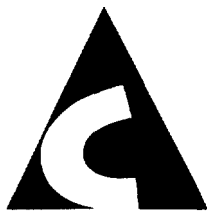
Thank you for your time and consideration.

Sincerely,

Gabriella Valledor
Counselor

Gabriella Valledor

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JUN 23 1 58 PM '97
FBI ENFORCEMENT
COMPLAINT
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ALCOHOLISM COUNCIL OF NEW YORK

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Executive Director

Stacia A. Murphy

The New York Affiliate
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and Drug
Dependence



97161322

DOCKET FILE COPY ORIGINAL

June 6, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Chong,

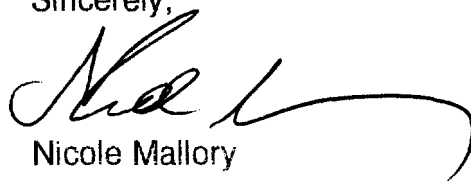
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Thank you for your time and consideration.

Sincerely,


Nicole Mallory

FEDERAL COMMUNICATIONS
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OFFICE OF SECRETARY

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FEDERAL BUREAU OF
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97-10-387
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JUN 20 '97

June 6, 1997

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OFFICE OF SECRETARY

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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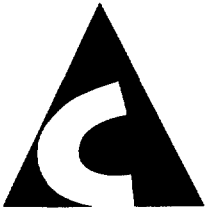
Thank you for your time and consideration.

Sincerely,

D Nelson

Doug Nelson
Counselor

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97060368

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**FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY**

June 6, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

Thomas C. Quick

**HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION**

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INDIANA UNIVERSITY



CAMPUS LIFE DIVISION

ALCOHOL-DRUG
INFORMATION CENTER

705 East Seventh Street
Bloomington, Indiana
47405-3809

812-855-5414
Fax: 812-855-4465

June 16, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

9706-380
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FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

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Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue. The alcohol industry spends over \$2 billion annually promoting a product that causes a public health problem which costs society over \$45 billion a year in direct costs.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children. A survey of children ages 9 - 11 demonstrated high rates of recognition and recall of both the brand name and product associated with television commercials featuring the Budweiser frogs, even when compared to commercials and characters from children's programming (i.e. Tony the Tiger, Smokey Bear, and Mighty Morphin Power Rangers.)

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Nancy V. Riggert
Director, Alcohol-Drug Information Center

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970-6-370

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FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Chong:

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Thank you for your time and consideration.

Sincerely,

Carolyn A Lewatich CBAC
PO Box 855
Livingston Manor NY
12758

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OFFICE OF SECRETARY

June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

Cathy Rauschendorf
327 Cypress Rd
Woodbourne, N.Y.
12788

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INVESTIGATION

97060373

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June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

Susan C. Long
185 Clinton St.
Montgomery, N.Y.
12549

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COMMISSION
INVESTIGATION

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COMMISSION
OFFICE OF SECRETARY

June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

Edwin Montanez P.O. Box 552
Livingston Manor NY
12758

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INVESTIGATION

FIGHTING BACK

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9746-377
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JUN 20 '97

SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

June 6, 1997

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Commissioner James Quello
Federal Communications Commission
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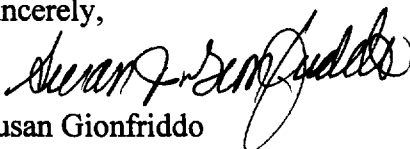
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Thank you for your time and consideration.

Sincerely,


Susan Gionfriddo
Chief Probation Officer

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COMPLAINTS
INVESTIGATION

9706-375

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JUN 20 '97

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COMMISSION
OFFICE OF SECRETARY

DOCKET FILE COPY ORIGINAL

June 11, 1997

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Federal Communications Commission
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Washington, DC 20554

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Thank you for your time and consideration.

Sincerely,

Emmya Taylor
45 Wabeta Ave
Flaschen NY 10924

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HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

97thous70

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COMMISSION
OFFICE OF SECRETARY

June 11, 1997

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Thank you for your time and consideration.

Sincerely,

VERA SKAAR
621 CATTAIL ROAD
LIVINGSTON MANOR, NY
10758

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JUN 23

1 59 PM '97

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COMPLAINTS
INVESTIGATION

9716-13717

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Thank you for your time and consideration.

Sincerely,

Terry Frote
195 Creamery Road
Swan Lake NY 12783

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COMPLAINT
INVESTIGATION

MAIL CONTROL SUBJECT SHEET

97060364

Assigned _____
NRN - File _____

PUB. # _____

R.A. Favorable +
R.A. Unfavorable -

Reassign _____

97060364

Name Susan L. Ireland

Assigned _____ Address Cadamy, NJ
NRN - File _____

Date 6-8-97

PUB. # _____

R.A. +
R.A. -

Subject _____

DOCKET FILE COPY ORIGINAL

AM FM TV

NOTE _____

Behalf of _____

AM FM TV

No. of Letters _____ AM _____ FM _____ TV

Specific Program - _____

Petitions - Number of Signatures _____

MMB-802
March 1994

97000384

OSELAND ENTERPRISES

6206 South Illinois Avenue
Cudahy, WI 53110
(414) 764-5375

June 6, 1997

Commissioner Rachelle Chong
Commissioner James Quello
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED
JUN 20 1997

Dear Commissioners Chong and Quello,

Alcohol related problems are continuing to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airways and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problems. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,



Susan L. Oseland
President
Oseland Enterprises
6206 South Illinois Avenue
Cudahy, WI 53110

RECEIVED
JUN 23 1 58 PM '97
MMB ENFORCEMENT
COMPLAINT
INVESTIGATION

C O V E R

97060361

FAX**S H E E T****To:** Commissioner Rachelle Chong**Fax #:** (202) 418-2820**Subject:** Federal Communications Commission Vote to Hold Hearings on Distilled Spirits Advertising**Date:** June 17, 1997**Pages:** 2, including this cover sheet.

DOCKET FILE COPY ORIGINAL

Commissioner Chong:

Please find enclosed a letter of support backing a vote in the affirmative regarding the Federal Communications Commission holding hearings on Distilled Spirits advertising. We would greatly appreciate your affirmative action in this matter as the youth of this nation are at risk and highly susceptible to the alcohol industries advertising practices. Thank you for your time and consideration.

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JUN 23 1 57 PM '97
MHB ENFORCEMENT
COMPLAINTS
INVESTIGATION
RECEIVED
JUN 20 1997
FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

From the desk of...

Fawn E. Jones
Executive Director
Neighborhood Youth And Parent Prevention
Partnership, Inc.
3400 S. Cedar Street
Lansing, MI 48910

(517) 272-7494 x 7489
Fax: (517) 272-1587

The
City
of

West Palm Beach

"The Orchid City"



NANCY M. GRAHAM
Mayor
P. O. Box 3366
West Palm Beach, Florida 33402
Tel: 561/659-8025
Fax: 561/659-8066

COMM. KUC'ALIK (RDNY)	
Co./Dept. FCC	Co. City of WPPB
Phone #	Phone (561) 659-8025
Fax # (202) 418-2820	Fax # (561) 659-8066

June 16, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M. Street, NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

JUN 20 '97

RECEIVED

Dear Commissioner:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

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The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Nancy M. Graham
Mayor

NMG/pyb

RECEIVED
JUN 23 1 57 PM '97
HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION



**SUBSTANCE ABUSE PREVENTION
COORDINATING COMMITTEE**

- City of Lansing
- Capital Area Substance Abuse Commission
- Lansing Police Dept.
- Mich. Dept. of Public Health
- Black Child & Family Institute
- Professional & Program Services
- Gateway Community Services
- Cristo Rey Community Center
- Links, Inc.
- YWCA
- Lansing Community College
- Potter Walsh/Potter Park Neighborhood Association
- Phi Beta Sigma Fraternity
- National Council on Alcoholism/Lansing
- Lansing Parks & Recreation
- Ingham County Health Dept.
- Oak Park Neighborhood Assoc.
- Brotherhood Against Drugs
- National Council on Alcoholism
- Child & Family Services
- Old Forest Neighborhood Association
- Lansing School District
- Eastside Neighborhood Organization
- Lansing Housing Commission
- Westside Neighborhood Association
- LEO Family Community Center
- Association for Bingham Community
- Ebenezer Baptist Church
- Capital Area Community Services
- WLNS TV - Channel 6
- Neighbors United in Action
- St. Lawrence Hospital
- Fabulous Acres Neighborhood Association
- Michigan National Bank
- Christ Lutheran Church
- Potter Park United Methodist Church
- Comerica Bank
- Sparrow Estates

June 17, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Commissioner Chong:

The Neighborhood Youth and Parent Prevention Partnership, Inc. believes that alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcaster's responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Fawn E. Jones
Fawn E. Jones
Executive Director

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED
JUN 20 1997



RECEIVED

JUN 20 '97

THOMAS E. VAN WAGNER

P.O. Box 5710
Bay Shore, New York 11706
(516) 666-1588

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

971-1588

June 11, 1997

DOCKET FILE COPY ORIGINAL

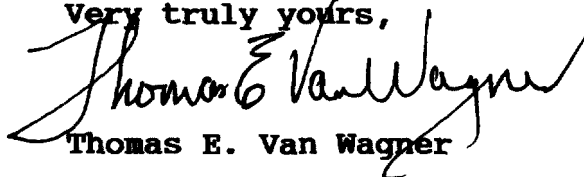
Commissioner Rachelle Chong
Federal Communication Commission
1919 M. Street; NW
Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague us as a nation, especially among our youth. I strongly urge that you support a notice of inquiry to examine the Commission's role in addressing alcohol advertising issues. As a member of the board of directors of NCADD, I am urging that a thorough examination by the FCC would gather evidence on the reach these advertisements have and what effect they have on children. The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition. It is an extremely important issue.

Thank you so much for your time and consideration.

Very truly yours,


Thomas E. Van Wagner

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JUN 23 1 55 PM '97
HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

97-80391

FEDERAL COMMUNICATIONS
COMMISSION
OFFICE OF SECRETARY

RECEIVED
JUN 20 '97

June 11, 1997

BUCKET FILE COPY ORIGINAL

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

The Federal Communications Commission's responsibility is to give broadcasters a license to use the public airwaves and the broadcasters' responsibility is to serve the public interest. I am very concerned that the public interest is not being served by alcoholic beverage advertisements that are appealing to children.

A thorough examination by the FCC would gather evidence on the reach these ads have, explore the effects they have on children and examine solutions to the problem. The FCC could then report to the President, Congress, parents, teachers, health professionals and others on the status of alcohol advertising.

The National Council on Alcoholism and Drug Dependence has petitioned the FCC to require broadcasters to offer time for counter-ads. I hope you will support this petition, and the FCC's authority to implement it, as you consider this important issue.

Thank you for your time and consideration.

Sincerely,

Ellen Futter

65D Kenwood Drive

New Windsor, N.Y. 12553

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FEDERAL COMMUNICATIONS
COMMISSION
INVESTIGATIVE

97-00392

RECEIVED

JUN 20 1997

Federal Communications Commission
Office of Secretary

DOCKET FILE COPY ORIGINAL

June 11, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

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Thank you for your time and consideration.

Sincerely,

Patricia Head
Box 336
Roscoe, N.Y. 12776

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JUN 23 2 00 PM '97
FBI ENFORCEMENT
COMPLAINT
INVESTIGATION

97-00393

Barbara and Fred Storch
P.O. Box 3773
Boca Raton, FL 33427

June 15, 1997

Commissioner Rachelle Chong
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED
JUN 20 1997
Federal Communications Commission
Office of Secretary

Dear Commissioner Chong:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

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Thank you for your time and consideration.

Sincerely,

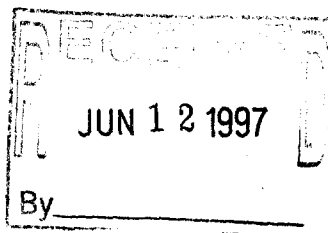

Barbara J. Storch


Fred Storch

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JUN 23 2 01 PM '97
MMB ENFORCEMENT
COMPLAINT
INVESTIGATION

FIGHTING BACK

232 E. Canon Perdido
P.O. Box 28
Santa Barbara, CA 93102
(805) 682-6667 • (805) 963-4099 FAX



SANTA BARBARA'S
COMMUNITY INITIATIVE
To Reduce Demand for
Illegal Drugs and Alcohol

97060394

June 6, 1997

Commissioner Rachelle Chong
Commissioner James Quello
Federal Communications Commission
1919 "M" Street, NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL RECEIVED
JUN 20 1997
Federal Communications Commission
Office of Secretary

Dear Commissioners Chong and Quello:

Alcohol related problems continue to plague our nation's youth. I strongly urge you to support a Notice of Inquiry to examine the Commission's role in addressing the alcohol advertising issue.

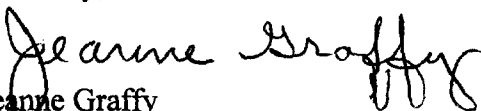
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Thank you for your time and consideration.

Sincerely,


Jeanne Graffy
County Supervisor

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JUN 23 2 01 PM '97
HMB ENFORCEMENT
COMPLAINTS &
INVESTIGATION